



Telford & Wrekin  
Co-operative Council

Protect, care and invest  
to create a better borough

# Health & Wellbeing Strategy 2023-2027

Delivery Progress Report  
June 2026

# Our vision - happier, healthier, fulfilled lives



Borough Vision 2023 ambition – inclusive, healthy, independent lives

## Closing the Gap

- Our HWB Strategy highlights that tackling inequalities and closing the gap requires comprehensive action across our priority programmes, through a strong targeted, intelligence-led approach. Addressing wider determinants of health is crucial and the NHS has a particular focus on reducing health inequalities through its
- The gaps in health and wellbeing experience are most repeatedly seen in our most deprived communities, compared to the most affluent communities, the 20% most deprived communities, [CORE20PLUS5](#) programme.
- Particular and specific inequalities are also faced by different groups of people, often referred to as inclusion groups and these are closely related to characteristics which are protected in the Equalities Act.

# Closing the Gap – overview of inequalities focus across HWB Strategy

<p>Healthy Weight</p>	<ul style="list-style-type: none"> <li>• Strategy engagement focus groups with at-risk groups including people with learning disabilities, mental health disorders, males, ages 55+, ethnic minority groups, people living within our most deprived communities</li> <li>• Key priority for Healthy Weight Strategy is to create opportunities to support groups facing inequalities including: children and adults with a learning disability, physical disability or long-term health condition, as well as those with a common mental health problem or serious mental illness.</li> <li>• Schools health &amp; wellbeing programme selects schools to take part with the highest rates of excess weight and those in our most deprived communities</li> </ul>	<p>Integrated health and care</p>	<p><b>Start for Life Family Hubs:</b> "core20" population, younger parents, black &amp; minority ethnic group families</p> <p><b>Primary Care:</b> All PCNs have nominated inequalities leads and specific health inequality related projects in place for 24/25. Health inequalities is one the prioritisation criteria the ICB Primary Care Team use to target practices requiring improvement support.</p>
<p>Alcohol, drugs &amp; domestic abuse</p>	<p><b>Alcohol &amp; drugs :</b> Equality Impact Assessment completed alongside the Needs Assessment. Equality Action Plan to be integrated into annual strategy Action Plan, Ethnicity data now included in quarterly treatment monitoring data</p> <p><b>Domestic Abuse:</b> focus on families with complex and multiple needs. The DA Forum assessing disproportionate impact of domestic abuse and lower service uptake rates among under-served groups, improving joint working with faith groups and BAME communities</p>	<p>Green &amp; sustainable borough</p>	<p>Initiatives targeted towards under-represented groups - people from lower socio-economic groups, people from ethnically diverse communities and people with disabilities/additional needs.</p>
<p>Mental health &amp; wellbeing</p>	<p>Children &amp; Young People who: have SEND, looked after/care leavers, those who are NEET, and suffer multiple disadvantage and trauma adults who experience poor mental health alongside other vulnerabilities such as alcohol and drug use and housing needs</p>	<p>Economic opportunity</p>	<p>The Cost-of-living strategy is aimed at those residents in the Borough on the lowest incomes, be they working age or pensioners.</p>
<p>Prevent, detect &amp; protect</p>	<p>People living in the most deprived 20% of communities in England – the core 20 are a key focus given the gaps in life expectancy the most deprived and most affluent communities.</p> <p>Cancer screening: narrowing the gap in uptake of screening programmes across GP practices, linked to deprivation</p> <p>Cancer Champions &amp; Health Champions representative of diverse communities</p>	<p>Housing &amp; homelessness</p>	<p>People affected by trauma and poor mental health</p> <p>Ongoing focus on homeless clients who present with complex and multiple needs.</p>

T&W HWB Strategy highlights that tackling inequalities and closing the gap requires comprehensive action across our priority programmes, through a strong targeted, intelligence-led approach. The gaps in health and wellbeing experience are most repeatedly seen in our most deprived communities, compared to the most affluent communities, the 20% most deprived communities, [CORE20PLUS5](#) programme. Particular and specific inequalities are also faced by different groups of people, often referred to as inclusion groups and these are closely related to characteristics which are protected in the Equalities Act.

# Healthy Weight

## Progress / Key Highlights

- 'Nutrition on a budget' training for frontline care staff in content planning stage with sessions to be delivered in conjunction with Telford College and Eatwell from September 2026.
- Peer health champion test and learn project commenced with one primary school, led by the Healthy Families team. Peer champions received four education sessions based on healthy eating and movement.
- 'Healthy Telford Partners' initiative in development – workplaces, schools, community centres, faith groups will be encouraged to become partners and play active role in improving the health and wellbeing of the people they support, influence or work with
- 'Do it For' campaign technical issues resolved and summer re-launch planned.

## Risks/ Challenges

- Group lifestyle clinic pilot has commenced with Newport and Central PCN – A multi-disciplinary team are leading a 4-week programme, being delivered to 10 groups of high-risk patients identified through primary care records. The pilot is currently paused after delivery of three programmes.

## Performance

- Schools webinar series launched September 2025 with 30 minute online learning sessions. Eight topics delivered so far with 75 attendees taking part. A similar early years programme is in development in partnership with family hubs and early years practitioners, hoping to launch late 2026.
- 870 adults and 73 families accessed the Healthy Lifestyles and Healthy Families services within the 2025/26 year
- Updated active lives survey data shows that the proportion of physically active adults in Telford and Wrekin has increased from 66.4% to 69%. Similarly, the proportion of physical inactive adults in Telford and Wrekin has decreased from 23.6% to 20%. Both figures are statistically similar to the England averages.

## Case Study

- A 62-year-old woman with arthritis, fibromyalgia and compromised mobility presented to the healthy lifestyle service for weight loss support. Upon identifying that mental wellbeing was the immediate priority, the lady re-engaged with the service at a later date and co-developed a plan focused on small, sustainable lifestyle changes. Over six sessions, she achieved a weight loss of 15.6kg (12.6%), improved mobility, reduced blood pressure, and increased her wellbeing score from 50% to 80%, alongside adopting healthier eating habits and regular seated exercise. She is now more confident, engaged in ongoing activity through Good Boost classes, and motivated to maintain her healthier lifestyle.

# Domestic Abuse

## Key Progress – against strategy / work plans (Q4)

- The refreshed DA/VAWG Strategy 2026-28 presented to cabinet on 11 June
- A comprehensive action plan developed to support delivery of the 16 strategy commitments
- Multi-media DA campaign during the football world cup commenced
- Work has commenced on a Child friendly web site for children and young people affected by domestic abuse

## Performance (Q3)

- The number of contacts received by the SPOC increased from 529 in Q3 to 578 in Q4
- The number of referrals received by the Specialist Support Service increased from 41 in Q3 to 95 in Q4
- The number who were referred into the Voice programme remained similar with 67 in Q3 and 51 in Q4
- Referral levels for children and young people for specialist support remained similar with 56 in Q3 and 47 in Q4

## Issues / Challenges for the HWBB

- Constant promotion of the Telford Domestic Abuse Service SPOC details so that local survivors so that they can receive the right support at the right time

# Drug and Alcohol

## Key Progress – against strategy / work plans

**Prevention** – Across Q4 Telford STaRS YP Team have undertaken engagement work with 77 different services/providers including 19 schools and 24 GPs/primary care providers, continuing their work to improve the visibility of services locally.

**Harm Reduction** – The proportion of individuals successfully completing non-structured treatment interventions rose significantly during Q4 when compared with the previous quarter (74% vs 50%) bringing the total number of individuals successfully completing these interventions to 276, higher than in any of the three previous years.

**Treatment** – The proportion of those in treatment showing substantial progress remains below the March 2022 baseline (51% vs 60%) but has broadly remained stable since February 2023 and remains above the national rate of 47%.

**Recovery Support** – During Q4 additional peer support, via A Better Tomorrow, has been implemented with the Drug and Alcohol Liaison Team, providing an extra day peer week to support individuals admitted to Princess Royal Hospital for reasons related to alcohol and drug dependency.

## Improving outcomes - Case Study

A young person subject to a two-year Intensive Supervision and Surveillance order was supported by Telford STaRS YP Team due to alcohol dependency, associated offending, and underlying mental health difficulties. With no family support, they were particularly vulnerable and frequently engaged in high-risk behaviours when intoxicated. A trauma-informed, multi-agency approach was implemented, including substance education, harm reduction, and a structured alcohol reduction plan. The young person is now alcohol-free and has developed greater awareness of the risks linked to substance use. Mental health support is in place, alongside mentoring through St Giles Trust, providing stability and positive role modelling. Planning is underway to ensure a smooth transition into adult services, helping to sustain progress and reduce the risk of relapse.

## Performance

**Overall numbers in treatment** continued to rise during Q4 with 871 adults in treatment for the rolling 12 months to Feb 2026, the highest overall numbers in treatment since August 2024 (877).

**Inpatient detox funding** was fully utilised for 2025-26, with an additional 3 detoxes commenced during Q4 via the West Midlands Framework, totalling 17 for the year.

**The proportion of successful completions** across all substance groups for the 12 months to February 2026 was 25%. This remains above both the national (22%) and regional (19%) rate, and above the March 2022 baseline (23%).

**The number of individuals retained in treatment** for 12 weeks or more (or successfully completing treatment within 12 weeks) for opiate dependency increased by 13% between March 2025 and February 2026 (64% vs 77%), bringing Telford & Wrekin in-line with both national and regional rates.

## Issues / Challenges for the HWBB

- The profile of those in treatment continues to evolve, with an increasing number of individuals entering treatment for non-opiates, this has increased 59% during the rolling 12 months to Feb 2026 when compared to the March 2022 baseline (194 vs 122).
- The proportion of deaths in treatment for those accessing treatment for opiates only continue to remain significantly above the March 2022 baseline (3.06% vs 0.87%) and above the national rate for the same group (1.98%).
- Numbers in treatment for opiates only and opiates and crack continue on a downward trend, with 426 individuals in treatment during the rolling 12 months to Feb 26, a reduction of 13.8% (n.68) compared with the March 2022 baseline.

# Mental Health & Wellbeing

## Progress / Key Highlights since last report

- Launched phase 2 of the specialist care framework. Phased 1 appointed 27 providers out of 80 who applied. 50+ have expressed interest this time. Key criteria for assessing team is local management base. Will help address current gaps around support for people with acquired brain injury & opportunities for the vol sector to deliver bespoke packages of support for people long term.
- Held the Mental Health Celebration Event – first of its kind in Telford & Wrekin. Co-chaired by Cllr Middleton and someone with lived experience. Honoured 13 individuals for their achievements and personal growth. Feedback has been positive. It is hoped that we can repeat this again next year.
- Grants are in development and almost ready to be shared with the providers of the Calm Café (new grants since ICB transferred commissioning remit to the LA).
- Discussing with MPFT how we can develop a mechanism for reflective practice between organisations – to review together situations where we know we could have done better.
- Mental health strategy is in development – this is being drafted by CYP, ASC and public health commissioners. Given the ICB changes, the plan is to present it as a well developed draft to them for comment / amends / contribution. It reflects the ICB commissioning intentions and 10 plan strategy and so would hope that this is something the ICB can support. Using i-Thrive model as the structure.
- Knowing Where to Go document has been developed following feedback from residents – developed with excellent support by someone with lived experience. Launch due soon.
- The newly commissioned Child and Adolescent Mental Health Service Shropshire, Telford and Wrekin (CAMHS STW) launched on 1<sup>st</sup> April 2026, replacing the previous Bee U Service, redesigned to incorporate evolving needs and experiences of children and families, using a delivery model which strategically aligns with system priorities and best practice. The new service will deliver agreed core elements in year 1, with further developments forming part of a 3-year transformation plan, with collective system oversight, governance to co-design, enable, monitor and oversee the transformation.
- The service have introduced pre-assessment clinics to provide meaningful contact with families and identifying additional needs or risks for children awaiting support for Neurodiverse conditions. The introduction of Care Navigators, Peer Support Workers and Pre-assessment roles aim to provide additional support to families and children referred to the service and enhance support for those waiting for support.
- The service continues to see an increasing demand for ADHD and ASD services and experiencing workforce shortages. which continues to impact on waiting times.

## Risks / Challenges

1. ICB structural changes – key local contacts have secured voluntary redundancy & have left. There is a lack of clarity about who is leading the workstreams moving forward.
2. Funding for 18-25 calm café beyond October is still unclear.
3. Increase in demand for ADHD and ASD, further impacted by workforce challenges are impacting on length of wait families and children are experiencing.

## Performance

The 18-25 year old calm café is steadily growing in numbers – the team have reported that they need to do more outreach to develop trust before this cohort attend the physical café space. The team are re-focusing their efforts on ensuring referring partners and wider community are aware of the local offer.

# Protection, Prevent and Detect

## Progress / Key Highlights

**CVD Prevent** - 1954 BP checks completed during 2025/26. Established offer at Live Well Community Hubs. Healthy Hearts South Telford Project completed - 283 NHS & 109 mini health checks delivered. Great example of joint working with primary care enabling both targeted and opportunistic outreach. Webinar delivered to showcase pilot and how other PCNs could create outreach opportunities building on this model. Men's Health ticketed (Eventbrite) event at Park Lane Centre great success, 200+ men attending. GP text messages and paid for social media helping with promotion.

**Community Falls classes:** Increases seen in attendance compared to same period last year. Floss Mercer participated in online care home class providing valuable feedback. As a result, more guidance for staff supporting and longer rest periods and slower pace sessions.

**Live Well Community Hubs:** Successful launch of hubs at Hadley and Leegomery Community Centres. Text from Teldoc increased engagement. Next focus on Malinslee (at the GP Practice) and possibly Dawley. CVS and Citizens Advice, support extended until Mar 27.

**Cancer:** Lung Health Checks increasing referrals to Council Stop Smoking Service – 900 referred of which 380 want support. Over 750+ participants across T&W and Shropshire and £40K raised Lingen Davies Sunflower Sprint (or saunter). Young People's Cancer Awareness Project supported 6th forms and colleges in raising awareness of cancer prevention, early signs and healthy lifestyle choices.

**Health Champions programme:** volunteers continue become champions and BP checkers. Volunteers to undertake additional training including BMI and CO checks as part of the active case finding.

**Physical activity projects** – 38 people on “Supporting a person living with dementia”. More residents can take part in Move to Thrive as eligibility widened to include LTHC and Parkinsons. Park Yoga and Telford Walk Week seeing good nos. Sport England Place Expansion programme focusing on system leadership training and conditions for change in enabling people to be active. Creating Inclusive and Healthy Workplaces: An employer Perspective survey circulated. MSK and MH main reasons why people struggle to stay well at work.

## Risks

**Community NHS Health Checks** Interest from a number of Practices/PCNs in terms of delivering checks via community outreach. However, capacity holding practices back to deliver during spring/summer months.

**Prevention programmes** Need to increase uptake and referrals to Falls classes. Particularly Donnington, Stirchley, Madeley, Woodside Leegomery and Online (care home) sessions and Activity for All tasters for adults living with learning disabilities and their carers. All physical activity sessions have capacity and can fundamentally benefit resident health and wellbeing. Funding for 26/27 to be explored.

**Live Well Hubs:** Need more case studies from residents to demonstrate benefits. Increase referrals and look at booked appointments.

# Telford and Wrekin Integrated Place Partnership (TWIPP)

## Progress / Key Highlights

The TWIPP Committee agreed the following themes as a framework for the TWIPP Neighbourhood Health Implementation Plan:

- 1) System leadership and governance
  - 2) Prevention and early intervention
  - 3) Shift from hospital to neighbourhood community care
  - 4) Integration of clinical pathways
  - 5) Digital enablement and shared intelligence
  - 6) Tackle health inequalities through place-based collaboration
- All system partners have been involved in the development of the Neighbourhood Health Implementation Plan and partners are currently reviewing the detailed actions in the draft plan. Responsibility for delivery of the implementation plan will sit with the Accelerator Group and our network of Primary Care Network led Steering Groups with assurance reporting to TWIPP.
  - ST&W Community and Hospitals Group, MPFT and RJAH continue to demonstrate good strategic and operational progress in delivering neighbourhood health. Progress includes development of Integrated Neighbourhood Teams; Health Visitor and Speech & Language Therapy involvement on the Best Start in Life agenda; the phased development of Mental Health Neighbourhood Centres; expansion of community and assertive mental health outreach services; MSK transformation and self-management and strengthened partnership working across primary care, local authority and VCSE sectors.
  - Continued successful delivery of a number of prevention funded neighbourhood health initiatives including Live Well Hubs, Calm Cafes, Group Lifestyle Clinics and Healthy Conversations Campaign (Pharmacy First)

# Telford and Wrekin Integrated Place Partnership (TWIPP)

## Case Study

**from Andy Payne (Independent Living Centre) – attending launch of Hadley Live Well Community Hub:** *I met a gentleman (Mr S) who had had a stroke in December 2025. Whilst he is recovering relatively well, he is struggling with some day-to-day tasks. I was able to offer him support with a demonstration on some of the kit I have – in particular, options for making a drink, carrying a drink, opening jars, and getting dressed. Mr S has also become a little socially isolated – he told me his interests were walking and singing; I was able to sit with him and together we found him a number of local walking and singing groups that he plans to partake in. Mr S told me he was really impressed with the Live Well offer at the hub today; he chatted to a number of other services too – so, a positive outcome all round for this person.*

## Risks

The ICB has proposed a phased approach to delegation (2026–2029). The TWIPP Committee is seeking assurance that governance and delegation arrangements will be agreed with the ICB as soon as practically possible, to enable rapid progress on neighbourhood health, to improve local outcomes and reduce inequalities in line with local need and national expectations for the 10 Year Plan.

## Performance

Performance framework - in development

# Integrated Health and Care: Start for Life/Family Hubs (1/2)

## Progress / Key Highlights

- The commissioned Best Start Family Hub service reached 3,438 children and adults, with the majority of engagement occurring within the 30% most deprived communities, demonstrating effective targeting of need.
- The Family Hub website received 34,458 visits, with most users accessing the “What’s On” pages, highlighting strong demand for local activities and services.
- Social media engagement remains strong, with:
  - 62 posts
  - 182,700 reach
  - 991 clicks
  - 101 direct messages
- The Family Hub drop-in offer has expanded, providing 5-day-a-week access across local venues, including an evening telephone support service:
  - 375 parents and children supported in Q1 2026
- Early Years Talk Boost has been delivered across:
  - 103 settings
  - 172 groups
  - Reaching 1,017 children
- The Family Hub model continues to demonstrate growing reach and measurable impact, particularly within areas of higher deprivation. Services are delivering improved outcomes across financial stability, parental confidence, early years development, and health indicators such as breastfeeding.

# Integrated Health and Care: Start for Life/Family Hubs (2/2)

## Risks

- Funding post 2029
- Suitable venue for Newport

## Case Study

The integration of Citizens Advice within Family Hubs has significantly strengthened support for families experiencing financial hardship:

- 54 parents supported between January–March 2026
- Key presenting needs include housing and cost of living pressures

This support has delivered tangible financial outcomes:

- £154,430 in income gains
- £5,242 in additional financial outcomes
- £400 in reimbursements, services, or loans

# Green & Sustainable Borough

## Progress / Key Highlights

- Green Flag Awards: 8 sites recognised in 2025, including Telford Town Park (10th consecutive year) and Victoria Park (first-time award).
- We have applied for two additional Green Flag awards this year, which would bring our total to ten sites. The locations submitted for judging are Ketley Paddock Mound Local Nature Reserve (LNR) and Beeches and Lodge Fields LNR. We will hear if we have been successful in July 2026.

## Nature Reserve and Park Improvements:

- Apley Woods LNR: The duck pond decking has been replaced with recycled plastic material. Steps down to the meadow have been replaced and work to improve the footpaths on site is due summer 2026.
- Newport Canal – bank stabilising works are due to be completed this summer.
- Haybridge Avenue & Millfields Way play areas – money has been made available to upgrade the play areas in these two areas with more of a focus on meeting the needs of a wider range of the nearby residents. Consultation – summer 26 with installation early 27.
- Granville LNR – Seven digital guided walk nature trails are being developed as part of the Telford and Wrekin Place Expansion project in partnership with Energize.
- Two new Local Nature Reserves have been designated in February 2026 – Priorslee Flash and Heath Hill and Pool Hill. Five new LNRs are proposed over the next few years. There is now 3.6Ha of LNR per 1000 people, 36 m2 of LNR per person and 90% of households within 300m of accessible natural green space.
- Telford Green Spaces Partnership TGSP: TGSP is a network that supports friends groups involved in caring for parks, Local Nature Reserves (LNRs), and other open spaces through volunteering. With funding from Fujitsu, the TGSP butterfly and moth conservation project is now underway. Guided by experts, the initiative is already working to build local knowledge of lepidoptera while encouraging volunteers to actively monitor and record species sightings across the Borough's open spaces they help to maintain. Fujitsu's support has also enabled volunteer groups to deliver a variety of additional projects, including bulb planting, wildflower sowing, tool purchases, and the installation of bird boxes.
- Play Strategy will be presented to cabinet in December. Consultation will be undertaken in September.

# Economic opportunity

## Progress / Key Highlights

**Connect to Work** – Year 1 starts target was 69, achieved 71. Job outcomes are still building given people have up to 12 months on the programme, but currently 20% have moved into paid employment. The team have established co-locations with 2 GP surgeries, the armed forces hub and autism hub, to help support IPS referral routes. Expressions of interest to join the programme currently exceed available capacity. Demand is currently strongest from the SEQF rather than IPS cohort (SEQF is targeted at those with a more complex need/disability), Shropshire are seeing the same, but so far DWP is unable to confirm if this is a national trend. Only 25% of Connect to Work caseload is allocated to SEQF with 75% to IPS, demand is currently more like 50/50. DWP are not looking to change the 25/75 ratio at this point.

**Job Box** – supported the 8-week pilot of the Here To Help mobile vehicle initiative in south Telford. Review is ongoing, but the team typically supported around 5 people per day with a skills/employment/learning enquiry. Customers reported feeling very satisfied with the support they received and all were able to have their query/need resolved during their visit.

**Youth Hub** – a DWP funded Youth Hub is due to be opened in Telford Town centre in the coming months – a partnership between Telford College, the council and Landau. It will jointly staffed by DWP and those 3 organisations with a focus on providing employment support to the unemployed 16-24 group.

## Risks

The large demand for SEQF provision through Connect to Work will lead to growing waiting lists. The longer people have to wait to start, the more chance there is of a decline in their motivation to work. Conversations with DWP are ongoing around the possibility of additional funding.

# Housing (1/2)

## Progress / Key Highlights since 1<sup>st</sup> April 2025

- 3309 clients have received advice and guidance on their housing option and 1234 clients were owed a Homelessness Reduction Act Duty and of these:- 339 clients were prevented from becoming homeless due to the advice and guidance provided-608 clients were relieved from homelessness due to the advice and guidance provided.- 215 clients were owed a main homelessness duty
- Temporary accommodation was provided to an average of 72 clients per month with an average time within temporary accommodation of 69 days.
- Usage of emergency bed and breakfast (B&B) remains very low with only average of 9 clients being placed with an average length of time spent in B&B is 9 days.
- Additional units of temporary accommodation have been purchased and developed to be more flexible to allow the properties to be used to meet demand and reduce B&B usage
- Of those presenting as homeless due to Domestic Abuse:- 32 were prevented from becoming homeless through the support and advice/guidance provided- 138 clients were relieved from homelessness through the support and advice/guidance - 13 clients on average per month were provided emergency Safe Accommodation - 55 days was the average that a client was in Safe Accommodation.
- Target Hardening scheme aimed at providing additional security measures for those fleeing domestic abuse is proving successful. Making clients feel safer in their homes and reducing the risk of having to move accommodation.

# Housing (2/2)

- Rough Sleeper Task Force that is a multi-partnership that supports those rough sleeping in the borough or faced with rough sleepers meets daily. Co-ordinating work across the partners to ensure support is offered to those rough sleeping continues.
- Severe Weather Emergency Protocol (SWEP) came into action 1st November 2025 which has provided emergency accommodation for those faced with rough sleeping. This means that no-one from the Telford & Wrekin area has to rough sleep. Due to the success this is now being provided 365 days of the year with support on site.

## Risks / Challenges

- Complexity of clients presenting with substance misuse issues, mental health and physical disabilities making it hard to find accommodation options.
- Clients not wanting property or accommodation offered and have different expectations •
- Larger families presenting requiring 4/5/6 bedroom properties that are not available
- Unrealist expectations of clients of what they want and will only accept.
- Demand for one bed self contained at Local Housing Allowance level. Private rents are generally significantly higher than the local housing allowance, reducing the availability of affordable properties for those on benefits